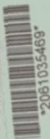


## Yes! Please enroll me in "The Benson & Hedges Privileges Club."

I understand that there is *no cost* in joining. No commitment or obligation of any kind on my part. Such services and benefits as Privileges Magazine, Members Service Guide, discount coupons, Quality Choices catalogues, and Privileges Travel Newsletter will come to me without charge... compliments of Benson & Hedges. Moreover, I may cancel my membership at any time.

(To receive your lighter, return this postage paid card today. This offer expires July 7, 1988.)

Mr. John Extralongname  
The Extralongname Company  
Suite 11A, 5th Floor  
1234 Main Street  
Hometown, New York 99999



By accepting this offer I certify I am 21 years of age or older.

Ultra Lights: 6 mg "tar," 0.6 mg nicotine— Lights Box, 10 mg "tar," 0.7 mg nicotine  
av. per cigarette, by FTC method. Lights Soft, 10 mg "tar," 0.7 mg nicotine—  
100's, 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb. '85.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.